

Arrow Exterminators' 2005 Strategy

Strategic Approach

Arrow Exterminators has a firm commitment to providing our customers with the most effective pest management solutions possible while holding firm to the tenants of Integrated Pest Management (IPM). When pesticides are called for, Arrow will always utilize products that minimize non-target exposure. Finally, Arrow will constantly monitor the industry for new and novel methods and materials for controlling pests that further reduce the amounts of pesticides introduced into the environment.

Activities for the Coming Year

Activity 1

Provide additional IPM training to ALL Pest Control & Termite Technicians.

Initial IPM training has been conducted at all branches within the company. Arrow's Technical Services Department conducts a minimum of 6 to 8, state approved, training sessions per year at all branches. In conjunction with the training, the Technical Training Director conducts routine audits of the branch's service records to insure the Service Departments are performing services within IPM guidelines. Feedback from these audits is provided to all levels of management.

In addition to ongoing training, Arrow recognizes employees who "step-up" by advancing their industry knowledge. An employee who has worked at Arrow for 2 years or more and who has successfully completed the Georgia Pest Control Association's six-week Pest Management School (or Purdue University's Pest Control Technology course) or is a state "Certified" operator can apply to take the Master Technician certification examination. Further, a Master Technician who becomes state "certified" in Household Pest Control and Wood Destroying Organisms can apply to take the Expert Pest Management certification exams. These designations entitle the holders to wear specially designed uniforms that distinguish them from others and to additional pay and benefits.

How does this activity reduce pesticide risk?

Increases the incentives for technical staff to increase their training and apply Integrated Pest Management (IPM). IPM is as much a philosophy of pest management as it is a method of controlling pests. IPM must continue to evolve, as do the pests we strive to manage. The core objectives of Arrow's IPM program is to stop the pest prior to entering occupied areas of structures, eliminate the food, water or shelter necessary to sustain a

pest populations and finally, when pesticides are called for, minimize the quantity of the pesticide used to the lowest effective amount.

How will you measure the risk reduction gained from this activity?

Review training records at the end of FY 2006 for attendance.

Activity 2

We will continue to embrace termite treatment protocols that limit the amount of termiticides that are applied directly to the soil. We will continue to offer termite bait systems as the “Best Choice” for post-construction treatment of residential and commercial properties. In cases where liquid soil treatments are prescribed, we will use the most effective materials and methods available to minimize the future requirement of re-treatments which will ultimately decrease the overall pesticide load in the soil. Finally, we will endeavor to utilize technology to better “detect” the actual source of re-infestations to allow us to finely target where to best place materials, again, reducing the amount of termiticides used. For builders who are reluctant to utilize baiting systems, we will offer Borate wood treatments in lieu of termiticide soil treatments. Borates are proven to protect wood with natural minerals that have an extremely low toxicity to mammals.

How does this activity reduce pesticide risk?

Ultimately decrease the overall pesticide load in the soil.

How will you measure the risk reduction gained from this activity?

Increase the number of new-construction bait system installations and borate wood treatments.

Activity 3

Integration of Natural and Ecologically Friendly Products into Treatment Matrixes.

The term “less is better” has been a hallmark term in IPM. More importantly, we must use ecologically friendly products wherever possible. In cases where there is little likelihood of a re-infestation, our treatment should utilize non-residual products. Additionally, there are products available now that utilize “botanical pesticides” and are as effective as conventional products. One such product, Hexa-Hydroxyl®, affects insects through a neuro-mechanism that doesn’t exist in mammals making the product extremely safe to use in and around the home. In FY 2006, we will insure that our technicians

choose the “best” product for the task and that our customers are aware that they have choices when it comes to the products we use in their properties. We will endeavor to notify customers of their choices at the time of sale and during scheduled visits. Note: Arrow Exterminators’ Fiscal Year is July 1 to June 30.

How does this activity reduce pesticide risk?

The use of these “natural” materials will ultimately reduce the amount of synthetic materials placed into the environment.

How will you measure the risk reduction gained from this activity?

Compare FY 2005 with FY 2006 Material & Supplies statistics to determine actual increase.

Activity 4

Arrow Exterminators has a long history of active participation in our industry’s future. Our team members have served in leadership roles within local, state and national forums such as the Georgia Pest Control Association (GPCA) and National Pest Management Association (NPMA). We have several graduates of GPCA’s Leadership seminar including the Chief Operating Officer, two Vice Presidents and Training Director. Our Vice President of Technical Services has recently been appointed to the Georgia Structural Pest Control Commission.

How does this activity reduce pesticide risk?

Better information exchange and technology transfer. Adopt what is working.

How will you measure the risk reduction gained from this activity?

We recommit in FY 2006 to active participation in EPA’s Pesticide Environmental Stewardship Program and we look forward to advancing the goals of this needed forum.

An Arrow representative will attend: At least one (1) PESP National Meeting; Participate in at least:

- one National Pest Management Association committee;
- one State Pest Control Association Conference in at least three of the states we operate in.